

Name: _____

Date: _____

DISCOVERING SULLIVAN SUPPLY

Want to get paid to travel to livestock shows? Sullivan Supply has just the opportunity for you! When discovering what you want to do for a career some day, it is important to prioritize the things you are interested in. A career cluster is a grouping of occupations and broad industries that all have things in common. You might be thinking that Sullivan Supply belongs to the Agriculture, Food, and Natural Resources cluster – but at the end of this activity, you will learn that Sullivan Supply has more opportunities than you might think!

1 – What year was Sullivan Supply founded in?

2 – What town and state is the Sullivan Supply central headquarters located in?

3 – What four states in the United States have Sullivan Supply locations?

4 – What year was Stock Show University founded?

5 – What is the name of the social media online news source complimentary to exhibitors that was launched in 2014?

6 – Manufacturing greatness is one of our key goals. List three products that we manufacture in Dunlap, Iowa?

7 – From the beginning, we have been proud of our products and some have become legendary with our customers. Which team at Sullivan Supply deals with our legendary products and product development?

8 - At Sullivan Supply, which department does everything from brand management, content creation, photography, website management, and event management while working directly with the livestock industry?





9 – First, look through the booklet for the pages that have “career opportunities” labeled on the right hand of the page. Below, describe what each of the departments do for Sullivan Supply.

- Traveling Sales Machines (Traveling Salesman) -
- Research Renegades (Reserve Development) -
- Customer Champions (Customer Service) -
- Incredible Constructors (Manufacturing Department) -

10 – Sullivan Supply knows that our success is tied to our loyal customers, so giving back to the industry that means so much is essential to our company. When was the \$20,000 Sullivan Supply/Stock Show University Scholarship program created to give back to exhibitors within our industry?

11 – What is Stock Show University?

12 – What is The Pulse?

13 – What is the website address for Sullivan Supply?



Name: ANSWER KEY Date: _____

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- 1 – What year was Sullivan Supply founded in? **1989**
- 2 – What town and state is the Sullivan Supply central headquarters located in? **Dunlap, IA**
- 3 – What four states in the United States have Sullivan Supply locations? **IA, TX, CA, OH**
- 4 – What year was Stock Show University founded? **2010**
- 5 – What is the name of the social media online news source complimentary to exhibitors that was launched in 2014? **The Pulse**
- 6 – Manufacturing greatness is one of our key goals. List three products that we manufacture in Dunlap, Iowa? **Three from the following: chutes, showboxes, metal/aluminum equipment, combs, rope halters & neck ties, leather show halters & products, Air Express III, and Beast Blower**
- 7 – From the beginning, we have been proud of our products and some have become legendary with our customers. Which team at Sullivan Supply deals with our legendary products and product development? **The Product Research and Development Team**
- 8 - At Sullivan Supply, which department does everything from brand management, content creation, photography, website management, and event management while working directly with the livestock industry? **The Marketing Team**





9 – First, look through the booklet for the pages that have “career opportunities” labeled on the right hand of the page. Below, describe what each of the departments do for Sullivan Supply. ***Answers are paraphrased**

- Traveling Sales Machines (Traveling Salesman) -
Sales associates that travel the country, bringing customers the best products in the industry.
- Research Renegades (Reserve Development) -
This team researches endlessly to innovate and create new products for the industry.
- Customer Champions (Customer Service) -
In this role, they serve the customer base to help solve our customer’s issues and provide product insight.
- Incredible Constructors (Manufacturing Department) -
This team creates the products for that our industry demands - affordable, high-quality products.

10 – Sullivan Supply knows that our success is tied to our loyal customers, so giving back to the industry that means so much is essential to our company. When was the \$20,000 Sullivan Supply/Stock Show University Scholarship program created to give back to exhibitors within our industry? **2008**

11 – What is Stock Show University?

Stock Show U provides educational programs that help exhibitors develop skills to compete with their show animal projects.

12 – What is The Pulse?

The Pulse was created as a place where exhibitors from across the country could find relevant news, interactive posts, and stock show results in all one place, while also giving customers a free spot to advertise their operations.

13 – What is the website address for Sullivan Supply?

www.sullivansupply.com

